

FY2015 CHNA&HIP Progress Report

LEE COUNTY

Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
Goal #1: Promote healthy eating habits and physical activities to reduce the prevalence of obesity and resulting chronic health conditions by 3% in the next five years.	Partners to work on city and county walking trail development and promotion for use	Live Healthy Lee County Coalition partners have continued to promote the trails in Ft. Madison, Keokuk, and the four county Conservation trails by keeping the Live Healthy Lee County website current for promoting the trail use. A Port of Fort Madison group (trails committee) continues to remain very active to complete trail development and promotion in the Fort Madison area. Partners on this committee are using Wellmark funding and other fundraising funds to plan for the expansion and connection of trails in Fort Madison. City and County Park Trail brochures complete with maps continue to be distributed in key locations throughout the county for the public to access. Trail markers were placed at all the cited trails in the brochures marking the trail heads and 1/4 mile markers along the identified walking paths. Bike racks remain in key locations throughout the county. Many city sidewalks continue to be repaired or added to areas in Fort Madison and Keokuk as a result of Safe Routes to School funding. Several walking/run events were promoted this past year in the county during different times of the year.
	Continue with CATCH Programming in elementary schools	Holy Trinity Schools have sustained this program in their elementary school system without any outside funding support.
	Organize an annual walking event challenge in key locations in the county to promote physical activity and use of walking trails	Again this past year, several Live Healthy Lee County partners promoted, participated and/or sponsored the Healthiest State Walk initiative. This included the Fort Madison Community Hospital, Keokuk Area Hospital, Hy-Vee, local schools, and Lee County Health Department. In addition, various groups organized and planned 3k or 5k walk-run events in conjunction with community events such as the Sweet Corn Festival, Grape Festival, American Cancer Society 5K run/walk, etc.
	Offer affordable exercise programs for youth and children	Many of the 5k or 3K events included challenges for kids to participate in this past year. The YMCSs offer summer events and affordable programs. The Holy Trinity schools continue to promote CATCH activities.
	Promote Buy Fresh/Buy Local Campaign	Although this actual branding was not used this past year due to funding issues, the Live Healthy Lee County Coalition chose to develop its own Lee County Food guide with help from local sponsors to promote our local food growers and producers in the area. The food guide includes information on our local food producers/farmers, farmer's markets locations and times, local restaurants that offer healthy food options and/or use of locally grown foods, and of course the names/locations of our walking trails, and Live Healthy Lee County Website.
	Create and maintain opportunities for the production of and access to healthy local foods through networking, marketing, and education through collaboration and partnerships with producers, consumers, governmental and community organizations.	Again, the Live Healthy Lee County Coalition chose to design, develop, and print its own "Lee County" Food guide with help from local sponsors. These food guides include contact information for local food producers, farmers markets locations, restaurants that offer healthy food options and use of locally grown foods. The food guides are being widely distributed throughout the county during Farmers Markets, Chamber of Commerce, WIC clinics, etc.
	Organize and sponsor an annual Healthy Lifestyles Conference to be held in Southeast Iowa	The SIRCLE (Southeast Iowa Regional Coalition for Lifestyle Enhancement) planned, sponsored, and hosted the annual event again this past April with over 100 attendees.
	Offer nutrition education to families and children ages 0-5 accessing services	Community Action continue to use fresh products rather than processed foods in their Head Start programs. The food pantry continues to collect healthier options for families to choose from such as fruits and vegetables and was able to expand and move its location to a more centralized spot in Fort Madison. LCHD continues to partner with ISU extension office to provide nutrition sessions to families enrolled in family support programs in the county for 8 sessions per year.

LEE COUNTY

Community Health Improvement Plan

	Develop and implement a social marketing campaign targeting all age groups for increasing physical activity and proper nutrition	Businesses/medical providers continue to use I messaging that promote healthy behaviors that was provided by LCHD when we had the Community Transformation Grant (CTG). LCHD used Facebook messaging to promote healthy messages and education to the public several times a month this past year. The Fort Madison Community Hospital has promoted healthy messages through various radio ads throughout the year on various topics.
	WOW-Words on Wellness: Offer a monthly free newsletter to any residents of Lee County via email, mail, or website.	Iowa State University Extension office continues to offer free monthly newsletters to those who sign up for it through email, mail or website.
	Offer Fitness and Strengthen classes/education to assisted living residents in the Kensington	The Kensington continues to offer healthy choices at meals. They also provide fitness and strengthening classes/education to assisted living residents at The Kensington. The Kensington is also partnering with the YMCA to take advantage of their Silver Sneakers and Water Aerobic classes.
	Promote healthier workforce environments	LCHD's Prevention and Wellness Coordinator has been targeting worksites throughout the county to increase awareness of healthy behaviors and the need for system level and/or environmental changes that support healthy behaviors in worksites. These activities are a result of a BOH directive (to continue with worksite wellness even though CTG funding ended) and from LCHD receiving a CHNA HIP unmet needs grant to address this on-going need in the county. Worksite change tool assessments and technical assistance has been offered to several worksite to promote a healthier workforce in a healthier work environment. So far over 29 businesses have been contacted with 14 requesting assistance or resources from LCHD.

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Goal #2: Prevent and reduce destructive addictive behaviors. Rates in tobacco use; binge drinking will decrease by 3% in the next five years. 2010-2011 Binge drinking among students has decreased by 3%, from 11%-8%. However binge drinking among Lee County residents has increased from 2007-2011 by 9.8% compared to 3.3% reported in Iowa.	Educate the community about available support services in county that addresses addictive behaviors.	ADDS utilizes radio ads, pamphlets, website, and Facebook to get information to county residents. Also attend health fairs, community events, school registrations, and back to school days, along with Red Ribbon Week to offer education to the community. Education is available upon request for businesses, organizations, and individuals in classes and .05 education. Drug Free Workplace Policies have been introduced and maintained at 3 new businesses over the past year. Tobacco presentations are given to provide information on tobacco products both traditional products and new product advancements such as the e-cigs, and e-hookahs. These presentations are given in group settings including but not limited to treatment groups, parenting support groups, etc. and address Quitline services that are available to address quitting tobacco/nicotine use.
	Use young educators as mentors and prevention educators to reach pre-teen through young adults	ADDS has started one I-STEP chapter in Keokuk and plans to go to other school districts in Lee county to spread awareness tobacco education and prevention. The I-STEP youth participate in marketing activities for not using tobacco products in their school as well as community activities.
	Implement Life Skills; Project Alert; and Safer Choices programs in local Middle and High Schools	ADDS offered Project Alert in all three school districts to 7th and 8th grade middle school students. Life Skills H.S. curriculum was provided to Central Lee High School students in grades 9-12.

LEE COUNTY**Community Health Improvement Plan**

	Educate community on the harmful effects and risks of ATOD use through presentations/education provided to youth, community organizations, coalitions, etc.	ADDs offers community presentations to any group who requests education and prevention outreach services. Examples of activities completed this past year include presentations to high school youth groups, parenting groups, health classes, coalitions, organizations, and area businesses. ADDs offers free instant drug testing for youth under 18. ADDs also has purchased an alcohol blow meter that can be accessed in the community and at school events. Lee County currently has a Tobacco Prevention Coalition that meets at least quarterly to look at what can be done in making connections and preventing the further use of tobacco/nicotine products in the community. Presentations have also been given to youth groups such as Common Grounds that meets in the Keokuk mall. Other presentations settings include treatment groups, parenting support groups, interagency meetings, etc.
	Implement Juvenile Diversion Program to area juveniles referred by local organizations	ADDs offers a Juvenile Diversion once per quarter to meet county needs as well as extra classes upon requirement. It consists of six hours of education about drugs and alcohol along with consequences of risky behavior and unhealthy choices. There is a three hour class to educate parents as well.
	Implement training programs for local alcohol and/or tobacco retailers	ADDs no longer has grant monies to allow for retailer trainings for Alcohol. However, trainings for manufactures and businesses regarding tobacco and nicotine free policies are being implemented.
	Offer community education on control of gambling and other compulsive behaviors	ADDs offers community presentations to any group whom request education and prevention outreach services. Examples of activities completed this past year include presentations to high school youth groups, parenting groups, health classes, coalitions, organizations, and area businesses. ADDs offers free instant drug testing for youth under 18. ADDs also has purchased an alcohol blow meter that can be accessed in the community and at school events. Lee County currently has a Tobacco Prevention Coalition that meets at least quarterly to look at what can be done in making connections and preventing the further use of tobacco/nicotine products in the community. Presentations have also been given to youth groups such as Common Grounds that meets in the Keokuk mall. Other presentations settings include treatment groups, parenting support groups, interagency meetings, etc. Gambling staff has provided many (33) community presentations to local agencies, jails, juvenile detention, and other community partners regarding the harms and risks associated with Gambling Addiction.

LEE COUNTY

Community Health Improvement Plan

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Goal #3: To prevent and reduce injuries for all age groups. Lee County will decrease injury death rate and injury hospitalization rates by 3% in next five years. Child Abuse rate will decrease by 3% in next five years.	Provide prevention programming in schools to prevent bullying and sexual abuse	No progress this past year due to funding cuts and regionalization of our Domestic Violence and Sexual Assault services (Tri-State Coalition dissolving locally) the provider who used to provide this education in the schools through local ECI funding.
	Recruit and maintain active community partnerships addressing child abuse through the Child Abuse Prevention Council of Lee County	The Lee County Child Abuse Prevention Council continues to meet monthly with interested partners. New partnerships were recruited for involvement such as Maternal Child Health representative and the Child Care Nurse Consultant.
	Complete home safety/environmental risk assessments with all HOPES/MCH/Homecare and Hospice clients who are interested/Develop goal plans for preventing injury as needed with family/client	LCHD continues to provide home safety/fall prevention assessments on clients who receive home services. Goals and interventions are planned accordingly based on assessment results.
	Provide targeted outreach, education and collaborate resources to address specific issues such as bike helmet safety, car seat safety, use of nightlights. Etc.	Targeted outreach continues to be provided at various health Fairs such as at "Kids/Family Day" at the Lee County Fair where partners advocate for safety of children and families through fun and interactive activities each year. Law enforcement/first responders also provide safety education such as fire safety, bicycle safety, water safety, car seat safety education, etc.
	Assess and promote safe and healthy child care environments	Through continued Early Childhood Iowa funding, Lee/Van Buren Counties have a Child Care Nurse Consultant who works with child care providers (center and homes) to assure safe and healthy environments for children in their care. Assessment tools are used as needed to address safety and health within the child care environments. Consultation is provided to the site staff and director as requested. In addition CPR and 1st Aid is offered several times per year to train child care site staff when due.
	Provide daily fitness/education to interested residents living at long-term care facility (strengthening exercises to avoid injuries)	The Kensington continues to provide daily fitness/education to interested residents living at a long-term care facility (strengthening exercises to avoid injuries).
	Promote injury prevention topics on organizational website	Lee County Health Department provides injury prevention messaging on agency website and face book page periodically throughout the year. Both hospitals also promote injury prevention messaging as well. In addition, Lee County formalized a Lee County Safety Committee that addresses safety issues and concerns in Lee County Public buildings. Representatives from all county departments serve on this committee and plan for improving and preventing injuries to employees as well as the public.
	Provide community outreach, advocacy, and support to victims of violence and abuse	Our local domestic violence shelter and outreach program dissolved last July. New providers from Iowa City are serving the Lee County area to advocate and provide supportive services to victims of violence and abuse.

LEE COUNTY**Community Health Improvement Plan**

	Advocate for funding/form partnerships to look at opportunities for offering a Fall Prevention program to elderly in key locations in the county four times per year	The Kensington and Fort Madison Community Hospital continue to host an annual Fall Prevention class/series to the community.
	Implement Safety Initiatives with schools such as Safe Routes to School activities/fire prevention/walking school bus, etc.	No additional progress has been made this past year that has been reported by the city or schools.
	Re-purpose existing coalitions that work on child abuse prevention; domestic violence; bullying in schools, elder/caregiver abuse, etc. organize effective strategies together	Lee County interagency council continue to host quarterly LEE COUNTY MEETING DAYS where several committees, coalitions, groups all meet on the same day since many of the partners belong to several of the groups. This has been a success as now partners have one day a quarter to attend most meeting that address county level issues, resource needs, and community health issues. Typically one agency presents their program and services and the remainder of the day is used for specific committee or coalition agenda items that need to be addressed. It is a successful networking model for the county.

LEE COUNTY

Community Health Improvement Plan

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Goal #4: Educate and increase awareness of available quality health services (includes medical, dental, mental health, etc.)	Engage multiple community partners to send clear consistent messages through Radio; Newspaper; Agencies; Providers; social networking; websites promoting available services	Promotion of services occurs at the organizational level according to their strategic plans and outreach/marketing budgets. Use of face book messaging has been widely used by LCHD this past year with one or two posts per day.
	Update and Maintain a Lee County Resource Directory	Lee County Health Department's 1st Five Site Coordinator developed a Lee County Resource Directories for use with clients and shares with providers who need to assist families in linking to services. This has been widely distributed and used throughout the year by families and community partners.
	Organize and host community forums to review and discuss needs of the Community	The Live Healthy Lee County Coalition has met to develop a strategic direction for addressing the population health needs as far as health and wellness in the county in May 2015. LCHD and community partners have corresponded on progress about CHNA HIP and will be preparing to meet to start a new CHNA process in this next quarter and redo our current CHNA HIP for the county. No community forums have been officially scheduled this past year.
	Provide outreach to high risk families and children enrolled in programs	Lee County continues to have a strong Maternal Child Health Program, HOPES and Maternal Infant Early Childhood Home Visiting Programs, as well as a 1st Five Healthy Mental Development Initiative to provide outreach, education and care coordination services to children and families in Lee County. Multiple community partners support and provide input into these programs for assisting families with needed resources, referral, and establishment of medical and dental homes.
	Offer preventive oral health services to children/families in convenient locations	Preventive (gap-filling) dental services are provided at Lee County WIC clinics, child care and preschools, as well as 2nd and 7th grade students in the Keokuk, Fort Madison school districts. A Give Kids a Smile Day program is sponsored each year in the community with dentists volunteering their services for exams, fluoride varnish, and some treatment work. An I-SMILE coordinator is available to link families and children to local dental services for follow up and establishment of a dental home. This past year, LCHD agreed to pilot an I-Smile™ Silver project that will address oral health care needs of our elderly population and developing the dental infrastructure and support for serving this population.
	Develop private/public partnerships with area providers for assisting families in accessing services	Lee County Health Department's Maternal Child Health and 1st Five programs work with medical and dental providers to assist families/children in accessing medical and dental homes, and needed care such as well child exams, prenatal care for pregnant women, surveillance and screening for social and emotional development; treatment and on-going comprehensive care. LCHD promotes the agency to providers as a community utility who can provide care coordination services to families should a provider refer to the agency.
	Promote and support new and innovative ideas for the provision of mental health support services and/or resources in the county	Lee County Health Department continues to receive 1st Five Healthy Mental Development funding to work with providers in the county to identify social and emotional concerns of children during well child exam screenings. The 1st five site coordinator can accept referrals from providers to help families link to needed intervention resources including mental health services. In addition the county continues to work on a jail diversion program with multiple agencies engaged in working with law enforcement to prevent unnecessary jail placements or use of ERs in the county when mental health intervention should occur.
	Review annually, various data sets that measure for medical home rates to assure consumers are able to access medical care from a primary care physician; develop local strategies to improve rates as needed	Medical home data continues to be monitored through Lee County Health Department's Maternal Child Health and Home visiting programs and reported to the Lee County Board of Health during annual program evaluation as well as through QI reports.